

**Listing of the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) An apparatus, comprising:  
a processor configured to ~~operate a user naming system (UNS), wherein the UNS is configured to~~ receive, from an application, a request for an identity of a user, wherein the processor UNS is configured to automatically select one of a plurality of identities selectable for use by the respective application, ~~at least two of the plurality of selectable identities being of the same type and enabling communication from an apparatus of the user in the same manner,~~ the respective identity being selected based upon the application and at least one user preference independent of user input to the application, and wherein the processor UNS is configured to provide the selected identity to the application.
2. (Currently Amended) The apparatus of Claim 1, wherein a user naming system ~~the UNS~~ is configured to receive, from a trusted application, a request for an identity of a user, and wherein the UNS is configured to select an identity further based upon a status of the user.
3. (Currently Amended) The apparatus of Claim 2, wherein the at least one user preference comprises at least one naming preference, wherein a user naming system ~~the UNS~~ is configured to obtain a status of the user, and thereafter match the status of the user with a status of a naming preference that also includes a predefined identity, and wherein the user naming system UNS is configured to select the predefined identity of the respective naming preference.
4. (Currently Amended) The apparatus of Claim 3, wherein the processor UNS is configured to match the status of the user with a status of at least one naming preference that further includes at least one application, wherein the processor UNS is further configured to match the application requesting the identity with an application of one of the at least one naming preference having a matching status, and wherein the processor UNS is configured to select the predefined identity from the naming preference having a matching status and having a matching application.
5. (Currently Amended) The apparatus of Claim 1, wherein the processor UNS is configured to receive, from a non-trusted application, a request for an identity of a user, wherein the processor UNS is configured to one of select or generate a pseudonym to thereby select an identity, and wherein the processor UNS is configured to provide the pseudonym.

6. (Currently Amended) The apparatus of Claim 1, wherein the processor ~~UNS~~ is further configured to identify a current preferred identity based upon at least one user preference and a status of the user, wherein the UNS is configured to receive, from a trusted application, a request for an identity of a user, and wherein the processor ~~UNS~~ is configured to select the current preferred identity.

7. (Currently Amended) The apparatus of Claim 6, wherein the at least one user preference comprises at least one naming preference, wherein the processor ~~UNS~~ is configured to obtain a status of the user, and thereafter match the status of the user with a status of a naming preference that also includes a predefined identity, and wherein the processor ~~UNS~~ is configured to identify the predefined identity of the respective naming preference as a current preferred identity.

8. (Currently Amended) The apparatus of Claim 7, wherein the processor ~~UNS~~ is configured to match the status of the user with a status of at least one naming preference that further includes at least one application, wherein the processor ~~UNS~~ is configured to identify, for each application of each naming preference having a matching status, the predefined identity of the respective naming preference as a current preferred identity of the respective application, and wherein the processor ~~UNS~~ is configured to select the current preferred identity of an application matching the application requesting the identity.

9. (Currently Amended) A method of managing a plurality of identities of a user, the method comprising:

receiving, from an application, a request for an identity of a user;

selecting one of a plurality of identities selectable for use by the respective application, ~~at least two of the plurality of selectable identities being of the same type and enabling communication from an apparatus of the user in the same manner,~~ the respective identity being selected based upon the application and at least one user preference, wherein selecting a predefined identity comprises automatically selecting a predefined identity independent of user input to the application; and providing the selected identity to the application.

10. (Previously Presented) The method of Claim 9, wherein receiving a request comprises receiving, from a trusted application, a request for an identity of a user, and wherein selecting an identity comprises selecting an identity further based upon a status of the user.

11. (Previously Presented) The method of Claim 10, wherein the at least one user preference comprises at least one naming preference, and wherein selecting a predefined identity comprises:

obtaining a status of the user;  
matching the status of the user with a status of a naming preference that also includes a predefined identity; and  
selecting the predefined identity of the respective naming preference.

12. (Previously Presented) The method of Claim 11, wherein matching the status of the user comprises matching the status of the user with a status of at least one naming preference that further includes at least one application, and wherein the method further comprises:

matching the application requesting the identity with an application of one of the at least one naming preference having a matching status,  
wherein selecting the predefined identity comprises selecting the predefined identity from the naming preference having a matching status and having a matching application.

13. (Previously Presented) The method of Claim 9, wherein receiving a request comprises receiving, from a non-trusted application, a request for an identity of a user, wherein selecting an identity comprises one of selecting or generating a pseudonym, and wherein providing the selected identity comprises providing the pseudonym.

14. (Previously Presented) The method of Claim 9 further comprising:  
identifying a current preferred identity based upon at least one user preference and a status of the user,

wherein receiving a request comprises receiving, from a trusted application, a request for an identity of a user, and wherein selecting a predefined identity comprises selecting the current preferred identity.

15. (Previously Presented) The method of Claim 14, wherein the at least one user preference comprises at least one naming preference, and wherein identifying a current preferred identity comprises:

obtaining a status of the user;  
matching the status of the user with a status of a naming preference that also includes a predefined identity; and  
identifying the predefined identity of the respective naming preference as a current preferred identity.

16. (Previously Presented) The method of Claim 15, wherein matching the status of the user comprises matching the status of the user with a status of at least one naming preference that further includes at least one application, wherein identifying the predefined identity comprises identifying, for each application of each naming preference having a matching status, the predefined identity of the respective naming preference as a current preferred identity of the respective application, and wherein selecting the current preferred identity comprises selecting the current preferred identity of an application matching the application requesting the identity.

17. (Currently Amended) A computer program product for managing a plurality of identities of a user, the computer program product comprising a computer-readable storage medium having computer-readable program code portions stored therein, the computer-readable program code portions comprising:

- a first executable portion for receiving, from an application, a request for an identity of a user;
- a second executable portion for selecting one of a plurality of identities selectable for use by the respective application, ~~at least two of the plurality of selectable identities being of the same type and enabling communication from an apparatus of the user in the same manner,~~ the respective identity being selected based upon the application and at least one user preference, wherein selecting a predefined identity comprises automatically selecting a predefined identity independent of user input to the application; and
- a third executable portion for providing the selected identity to the application.

18. (Previously Presented) The computer program product of Claim 17, wherein the first executable portion is adapted to receive, from a trusted application, a request for an identity of a user, and wherein the second executable portion is adapted to select an identity further based upon a status of the user.

19. (Previously Presented) The computer program product of Claim 18, wherein the at least one user preference comprises at least one naming preference, and wherein the second executable portion is adapted to select a predefined identity by obtaining a status of the user, matching the status of the user with a status of a naming preference that also includes a predefined identity, and thereafter selecting the predefined identity of the respective naming preference.

20. (Previously Presented) The computer program product of Claim 19, wherein the second executable portion is adapted to match the status of the user with a status of at least one naming preference that further includes at least one application, and wherein the computer program product further comprises:

a fourth executable portion for matching the application requesting the identity with an application of one of the at least one naming preference having a matching status,

wherein the second executable portion is adapted to select the predefined identity from the naming preference having a matching status and having a matching application.

21. (Previously Presented) The computer program product of Claim 17, wherein the first executable portion is adapted to receive, from a non-trusted application, a request for an identity of a user, wherein the second executable portion is adapted to one of select or generate a pseudonym, and wherein the third executable portion is adapted to provide the pseudonym.

22. (Previously Presented) The computer program product of Claim 17 further comprising:  
a fourth executable portion for identifying a current preferred identity based upon at least one user preference and a status of the user,

wherein the first executable portion is adapted to receive, from a trusted application, a request for an identity of a user, and wherein the second executable portion is adapted to select the current preferred identity.

23. (Previously Presented) The computer program product of Claim 22, wherein the at least one user preference comprises at least one naming preference, and wherein the fourth executable portion is adapted to identify a current preferred identity by obtaining a status of the user, matching the status of the user with a status of a naming preference that also includes a predefined identity, and thereafter identifying the predefined identity of the respective naming preference as a current preferred identity.

24. (Previously Presented) The computer program product of Claim 23, wherein the fourth executable portion is adapted to match the status of the user with a status of at least one naming preference that further includes at least one application, wherein the second executable portion is adapted to identify, for each application of each.